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[54] CUSTOMER SELF-ORDERING SYSTEM USING INFORMATION DISPLAYED ON A **SCREEN**

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ABSTRACT

Method and apparatus are disclosed for facilitating self-ordering of items, particularly in a fast food environment. The apparatus includes a customer terminal having a display screen that is preferably a touch screen used by the customer during the self-ordering operation. The screen displays information that assists the customer in becoming acquainted with the self-ordering process. Subsequent screens display information relating to the selection of food items. Indicia on the display screen represents food items for selection. Such food items are arranged according to food categories. In accordance with one display, indicia representing primary category food items, such as sandwiches, are shown on the screen. One or more of such food items can be selected by the customer using the displayed indicia, such as by touching the screen. This same display includes indicia representing a number of menus for secondary food items, such as salads, desserts and drinks. Touching of indicia representing a particular menu causes another display screen to be shown that illustrates predetermined food items associated with that particular menu. The display screen with the primary category food items also preferably includes further indicia. The selection of such indicia by the customer initiates the occurrence of other predetermined functions, such as cancellation of a previously selected item or an indication that the ordering of food items has been finished. Another screen displays a request as to whether or not the customer wishes to dine in or take out the ordered food items.

5 Claims, 28 Drawing Sheets

